OIPE JC42
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PATENT & TRADEMARK OFFICE

Attorney's Docket No.: 004704.P027 Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of: Altberg, et al.	Examiner: Not yet assigned
Application No. 10/679,982	Art Unit: 2664
Filed: October 6, 2003	**FIRST CLASS CERTIFICATE OF MAILING**
For: A METHOD AND APPARATUS TO PROVIDE PAY-PER-CALL PERFORMANCE BASED ADVERTISING	I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail with sufficient postage in an envelope addressed to the Commissioner for Patents, U.S. Patent and Trademark Office, Washington, D.C. 20231-0001 On 7/13/04 Date Patricia Richard

Commissioner for Patents
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Sir:

Enclosed is a copy of Information Disclosure Citation Form PTO-1449 or PTO/SB/08 together with copies of the documents cited on that form, except for copies not required to be submitted (e.g., copies of U.S. patents and U.S. published patent applications need not be enclosed for applications filed after June 30, 2003). It is respectfully requested that the cited documents be considered and that the enclosed copy of Information Disclosure Citation Form PTO-1449 or PTO/SB/08 be initialed by the Examiner to indicate such consideration and a copy thereof returned to applicant(s).

Pursuant to 37 C.F.R. § 1.97, the submission of this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed as an admission that the information cited in this statement is material to patentability.

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__X__ 37 C.F.R. §1.97(b).

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(1) A statement pursuant to 37 C.F.R. §1.97(e); and

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If there are any additional charges, please charge Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP

Dated: July 13, 2004

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Substitute for Form 1449/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

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Complete if Known	
Application Number	10/679,982
Filing Date	10/06/2003
First Named Inventor:	Altberg, et al.
Art Unit	2664
Examiner Name	
Attorney Docket Number	004704.P027

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U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Document Number Number-Kind Code[2] (If known)		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		US-	4,313,035	1/26/1982	Jordan, et al.	
		US-	4,645,873	2/24/1987	Chomet	
		US-	4,752,675	6/21/1988	Zetmeir	
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		US-	US 2001/0048737	12/6/2001	Goldberg, et al.	
		US-	US 2002/0191762	12/19/2002	Benson	

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No.[1]	Foreign Patent Document Country Code[3] Number[4] Kind Code[5] (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T[6]

Examiner Signature		Date Considered	

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